

Agricultural Business and Management

Levels: Grades 11-12
Units of Credit: Year (1.0)
CIP Code: 010111
Prerequisite: Any Entry Level Agriculture Class

COURSE DESCRIPTION

Students will learn skills needed to manage an agricultural business. The course should be taught as a part of a sequence of courses related to a specific technical area, i.e. animal science or plant science. Instruction includes economic business principles and structures, business enterprise analysis, accounting, taxes, insurance, productivity, financing, capital resources, purchasing, government programs, commodity groups, contracts, estate planning, marketing, salesmanship, and the application of computer hardware and software in agriculture.

CORE STANDARDS, OBJECTIVES, AND INDICATORS

STANDARD

010111-01 Students will understand the integral nature of the Agricultural Education Program.

OBJECTIVES

010111-0101 Students will understand and demonstrate the role of FFA in Agricultural Education.

- Develop short and long range leadership and personal development goals
- Attend an FFA meeting
- Develop leadership qualities for personal goals using communication skills
- Participate in at least one FFA Activity above the chapter level

010111-0102 Student will understand and demonstrate the role of Supervised Agricultural Experience (SAE) Program in Agricultural Education.

- Identify agricultural interests and/or career goals
- Develop short and long range SAE goals
- Arrange in order steps involved in obtaining a loan from a credit service
- In an approved record book, record all transactions and activities on a SAE
- Determine the overall quality of current SAE and determine how to make it more productive or profitable

STANDARD

010111-02 Students will understand management functions.

OBJECTIVES

010111-0201 Students will understand the role of management in planning, organizing, controlling, and directing production agriculture operations and agribusiness firms.

010111-0202 Students will compare and contrast different management strategies and techniques.

STANDARD**010111-03****Students will analyze private and public organizations.****OBJECTIVES****010111-0301**

Students will understand how private and public organizations and agencies impact agriculture and agribusiness.

010111-0302

Students will analyze and compare the purposes, services, and effects of private and public organizations.

STANDARD**010111-04****Students will understand economic principles.****OBJECTIVES****010111-0401**

Students will understand basic economic principles as they relate to production agriculture and agribusiness management.

010111-0402

Students will determine how to make management decisions based on their analysis and interpretation of economic information.

010111-0403

Students will understand the following economic principles:

- Utility
- Competition
- Costs and Price
- Supply and Demand
- Macroeconomics and how it affects agriculture

STANDARD**010111-05****Students will understand basic Agricultural Business Management Procedures****OBJECTIVES****010111-0501**

Students will understand agriculture credit.

- Students will understand credit and its role in agribusiness.
- Students will analyze and compare credit sources and types, calculate repayment ability, and costs of credit.

010111-0502

Students will maintain agriculture records.

- Students will understand record-keeping procedures including accounting and bookkeeping systems, as well as inventory and depreciation procedures commonly used in production agriculture and agribusiness.
- Students will maintain and complete a set of financial records based on a Supervised Agricultural Experience Project (SAE) or a simulated class activity.

010111-0503

Students will understand cash flow statement, planning, and analysis.

- Students will understand agricultural budgeting, cash flow analysis, and the use of records for planning and analysis.
- Students will prepare an enterprise budget and a cash flow statement.
- Students will determine how to make management decisions based on financial and production records.

- 010111-0504 Students will understand taxes.
- Students will understand the purpose of different types of taxes.
 - Students will the importance of tax planning and record keeping.
 - Students will determine the tax obligations for an agribusiness.
- 010111-0505 Students will understand law and insurance as it relates to agriculture.
- Students will understand the insurance needs and major points of law applicable to the agriculture sector.
 - Students will identify and describe the major legal and insurance concerns of an agribusiness.

STANDARD

010111-06 Students will understand marketing, sales, and purchasing.

OBJECTIVES

- 010111-0601 Students will understand commodities and marketing.
- Students will understand marketing functions and concepts in agribusiness management.
 - Students will identify and describe the major legal and insurance concerns of an agribusiness.
 - Students will design a marketing plan for an agricultural product or service.
- 010111-0602 Students will analyze purchasing options.
- Students will understand purchasing and leasing options involved in agriculture.
 - Students will analyze and compare costs of options such as leasing versus purchasing, new versus used equipment, and volume buying.
- 010111-0603 Students will understand agriculture sales.
- Students will understand the principles and techniques involved in marketing and selling agricultural products and services.
 - Students will demonstrate agriculture sales skills in a role-playing situation.

STANDARD

010111-07 Students will compare and contrast different types of ownership.

OBJECTIVES

- 010111-0701 Students will understand the different types of production agriculture and agribusiness ownership.
- 010111-0702 Students will analyze and compare the advantages and disadvantages of cooperative, corporate, single proprietorship, and partnership as the basic ownership structures.

STANDARD

010111-08 Students will demonstrate computer applications skills.

OBJECTIVES

- 010111-0801 Students will understand the application of the computer in the agribusiness for decision-making and office management.
- 010111-0802 Students will perform business operations using database, word processing, and spreadsheet software.

STANDARD**010111-09 Students will describe international trade.****OBJECTIVES**

010111-0901 Students will understand the importance of international trade to the agriculture industry.

010111-0902 Students will understand the process of marketing agriculture products and services outside of the United States.

010111-0903 Students will explain the interrelationship of governmental, economic, and cultural factors affecting international trade.

STANDARD**010111-10 Students will understand business ethics.****OBJECTIVES**

010111-1001 Students will understand management and employee ethics in agribusiness activities.

010111-1002 Students will analyze and interpret questions of ethics.